



# TravelTag

TRAVEL - RIGHT IN YOUR POCKET



Anh Vuong | Jacob Peel | Janhavi Shrivastava | Maggie Hoffman

# USING DATA COLLECTION TO ENHANCE AN EXPERIENCE FOR WELL-BEING

Allow users who do not have sufficient access to travel to gain the **experience of travel** and satisfaction of accomplishment through mundane exercise (e.g. commuting), using imagery and visualisation of data.

# ABOUT TRAVEL TAG:

A device that maps your real-world steps to virtual travel routes, making mundane activities meaningful and fun.

## Functionality:

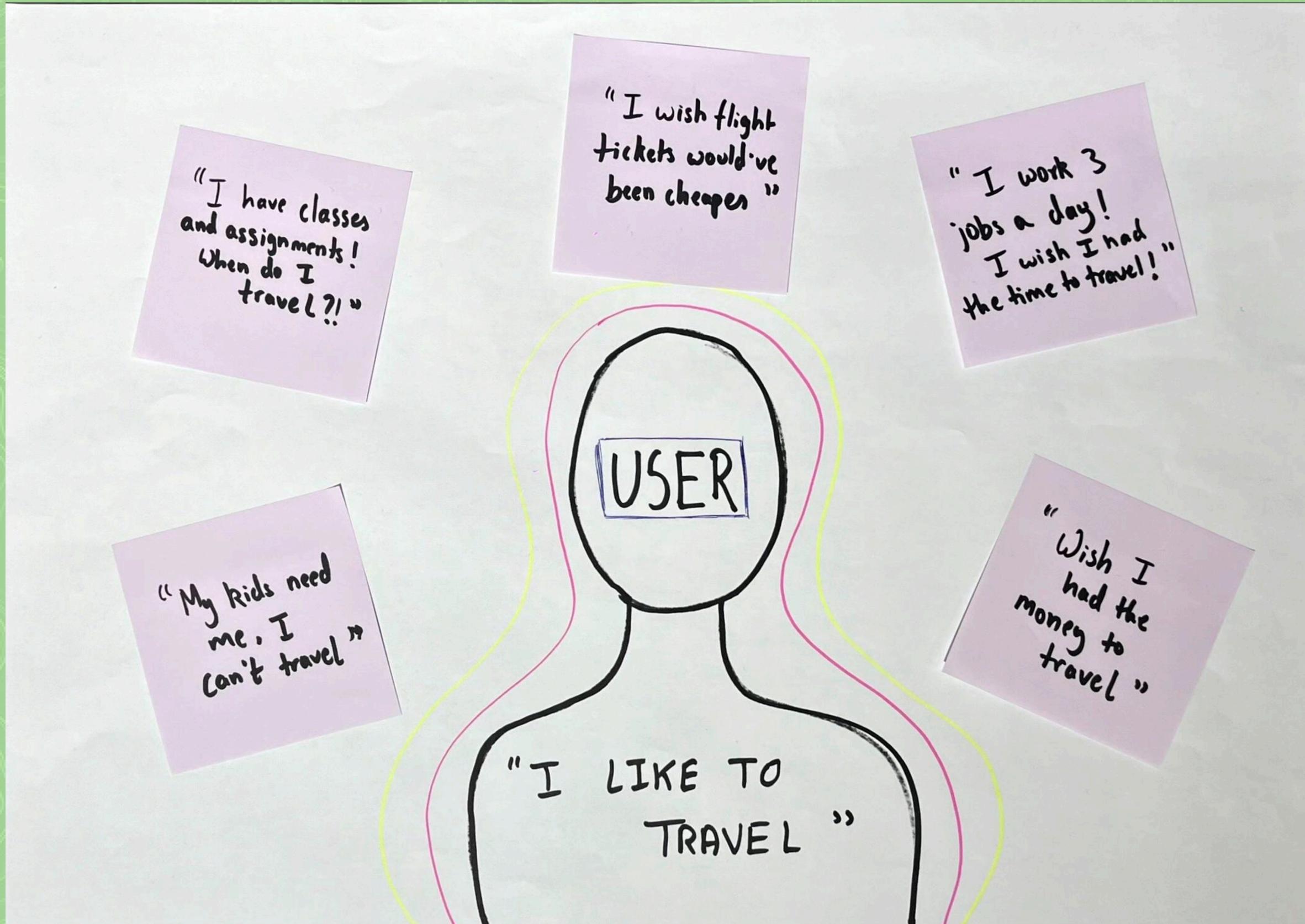
- Tracks users' steps or distances in real life and maps them to virtual routes like the West Highland Way\*.
- Provides progress visuals via a key-chain like device, showcasing scenic images of landmarks from the route.

\*The route on the device is DIFFERENT to the route the user is travelling in the real-world. For example, the users commute to work might map to the West Highland Way in Scotland.

# TravelTag



# WHO IS OUR USER?



# STAKEHOLDERS

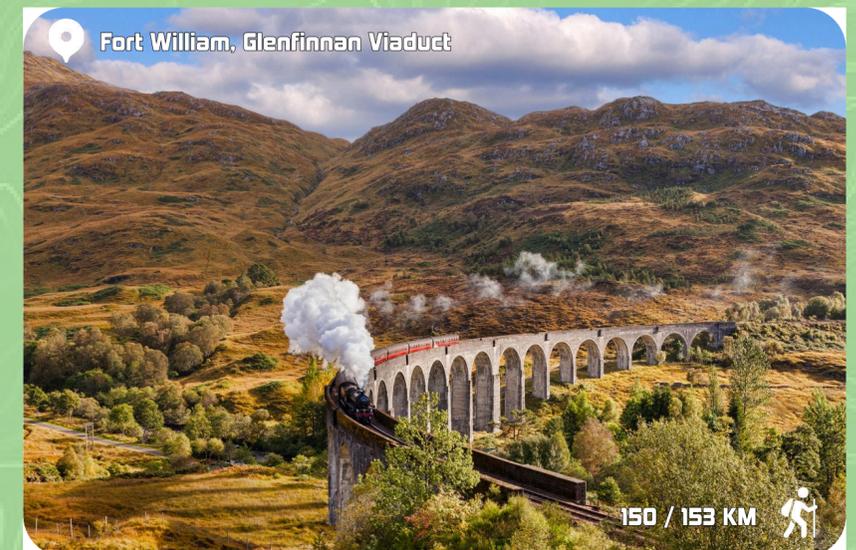


# DATA CONSIDERATIONS



# FEATURE REVIEW:

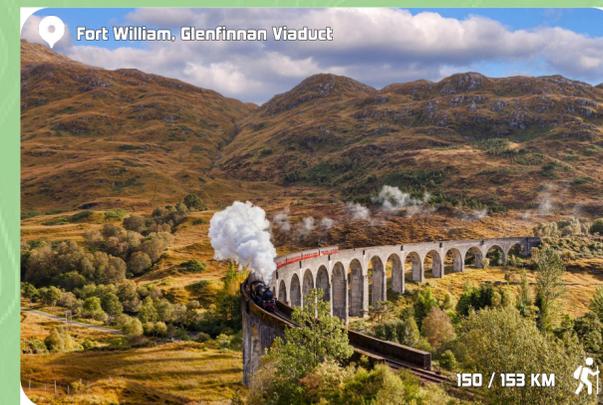
- step counter that progresses you along chosen virtual route
- pictures updated as you 'progress' through the route
- sharing capability with other Travel Tag users



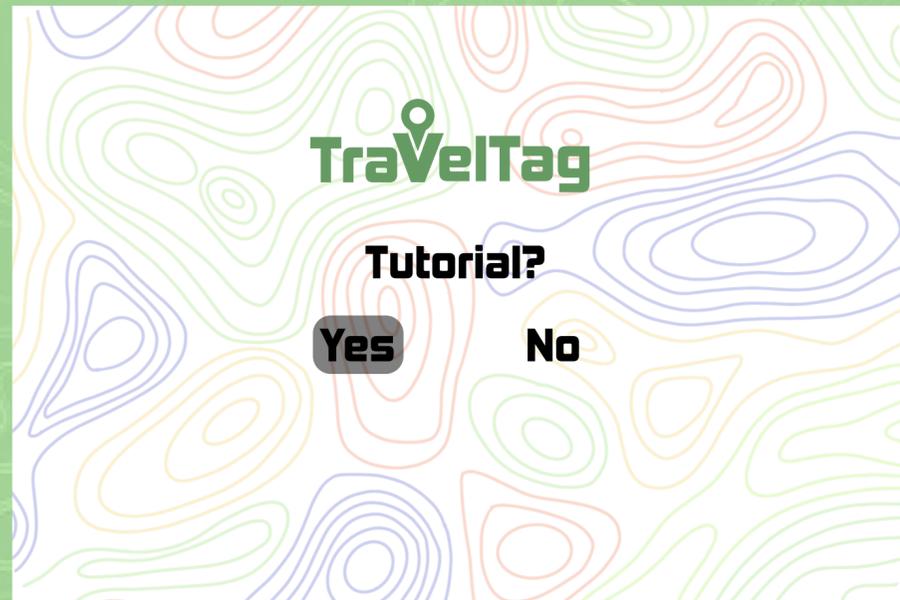
# FUNCTIONALITY

## Example:

- User selects route from list e.g. West Highland Way in Scotland
- As they move about in the real world (e.g. commute on foot to work), they progress along this route that same distance on the tag.
- Every so often, the image on the keychain changes to reflect their progress, showing a scenic landmark or viewpoint.
- User can view their progress along this route, providing an enjoyable context and sense of achievement for their mundane activity.



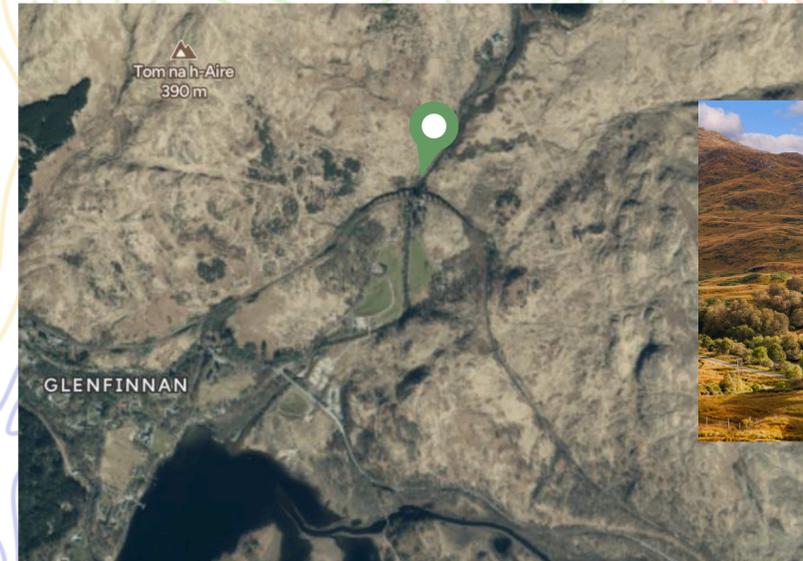


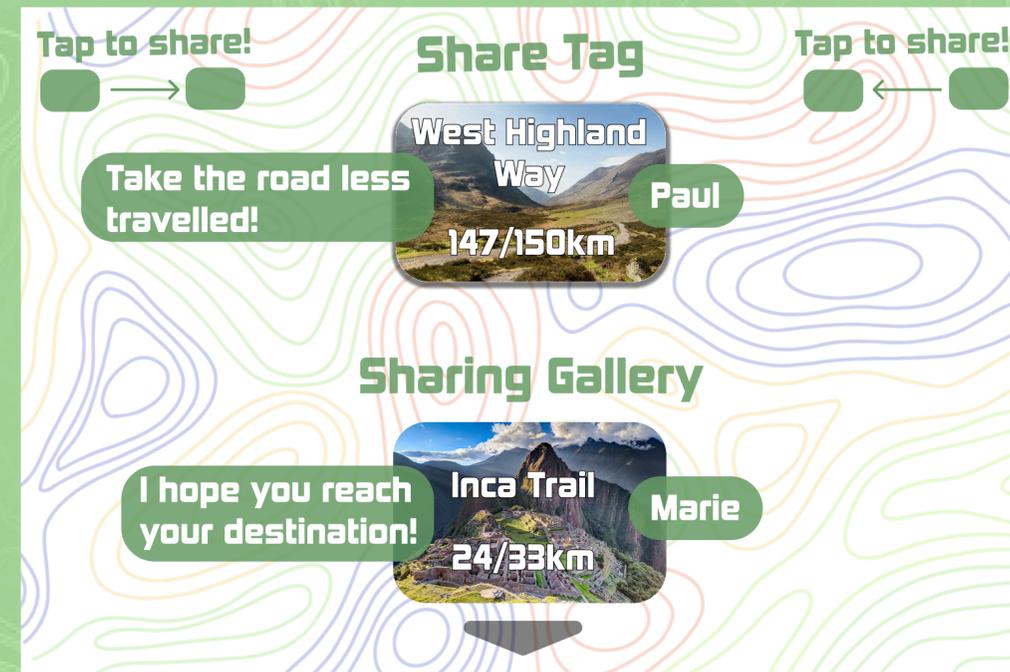
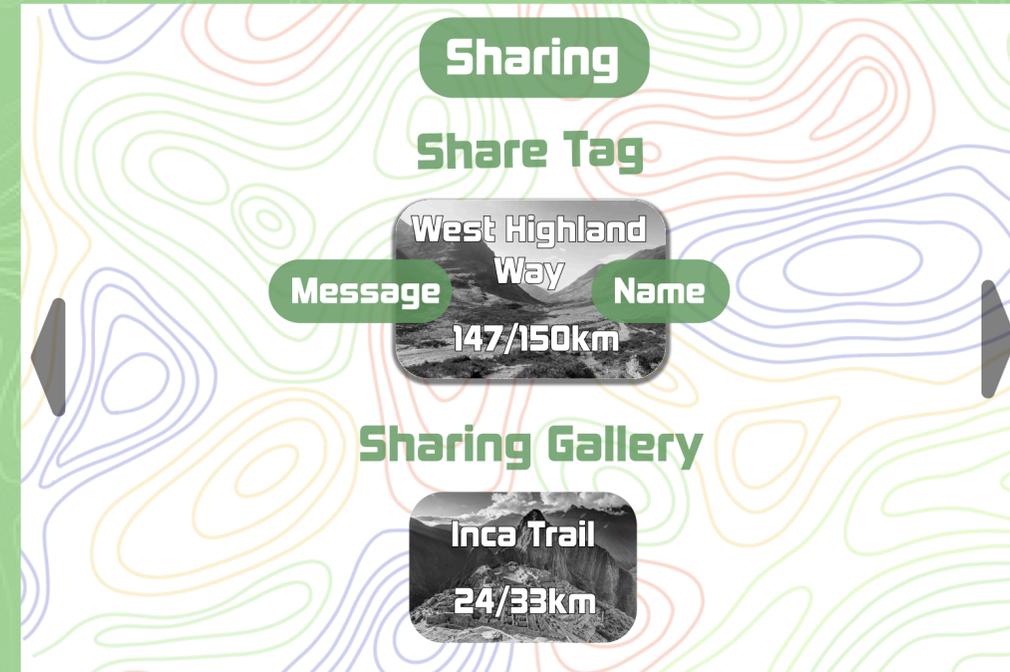
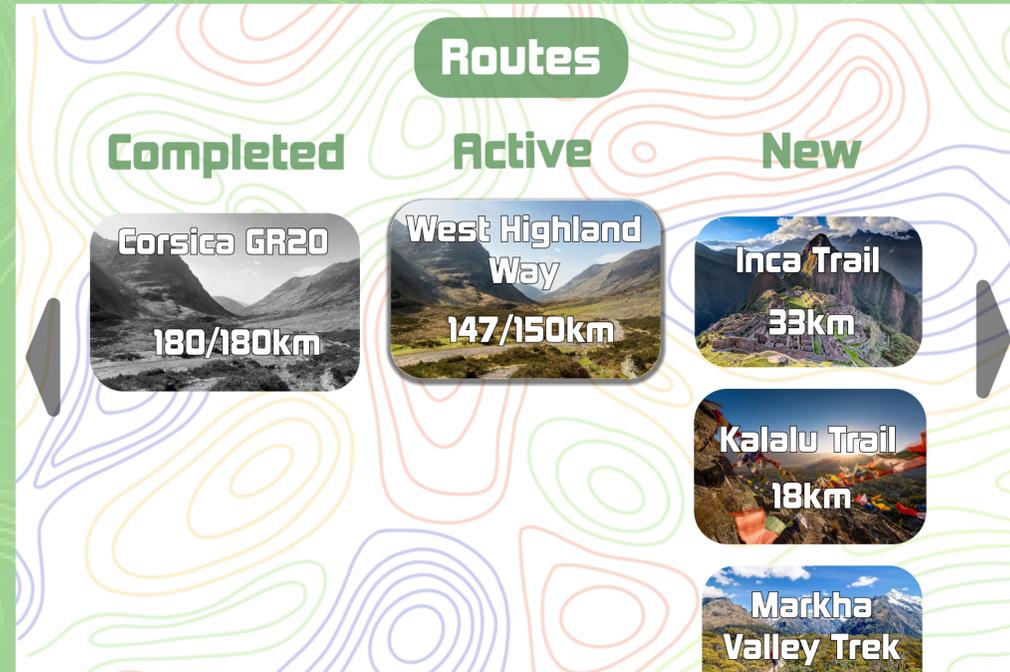


# West Highland Way

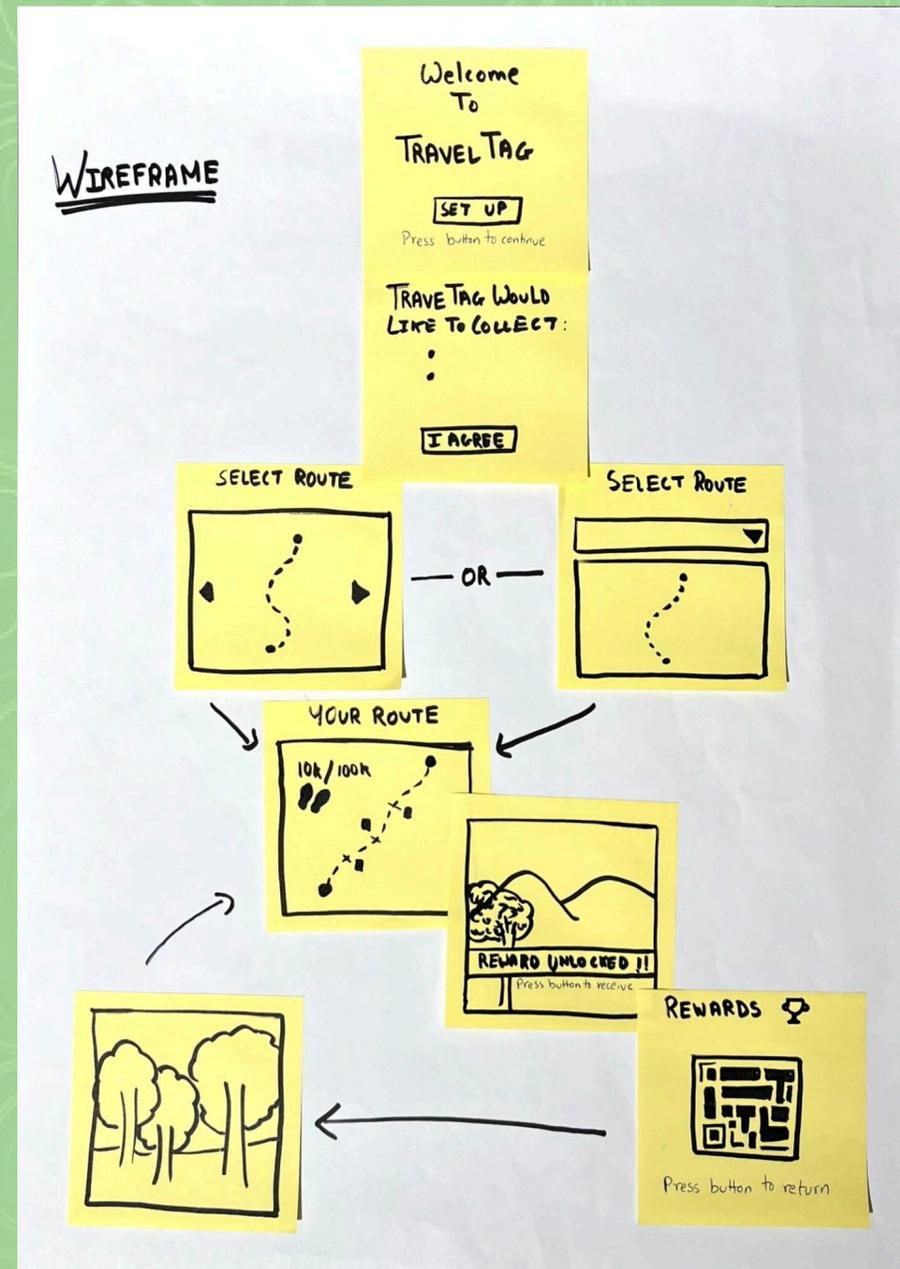


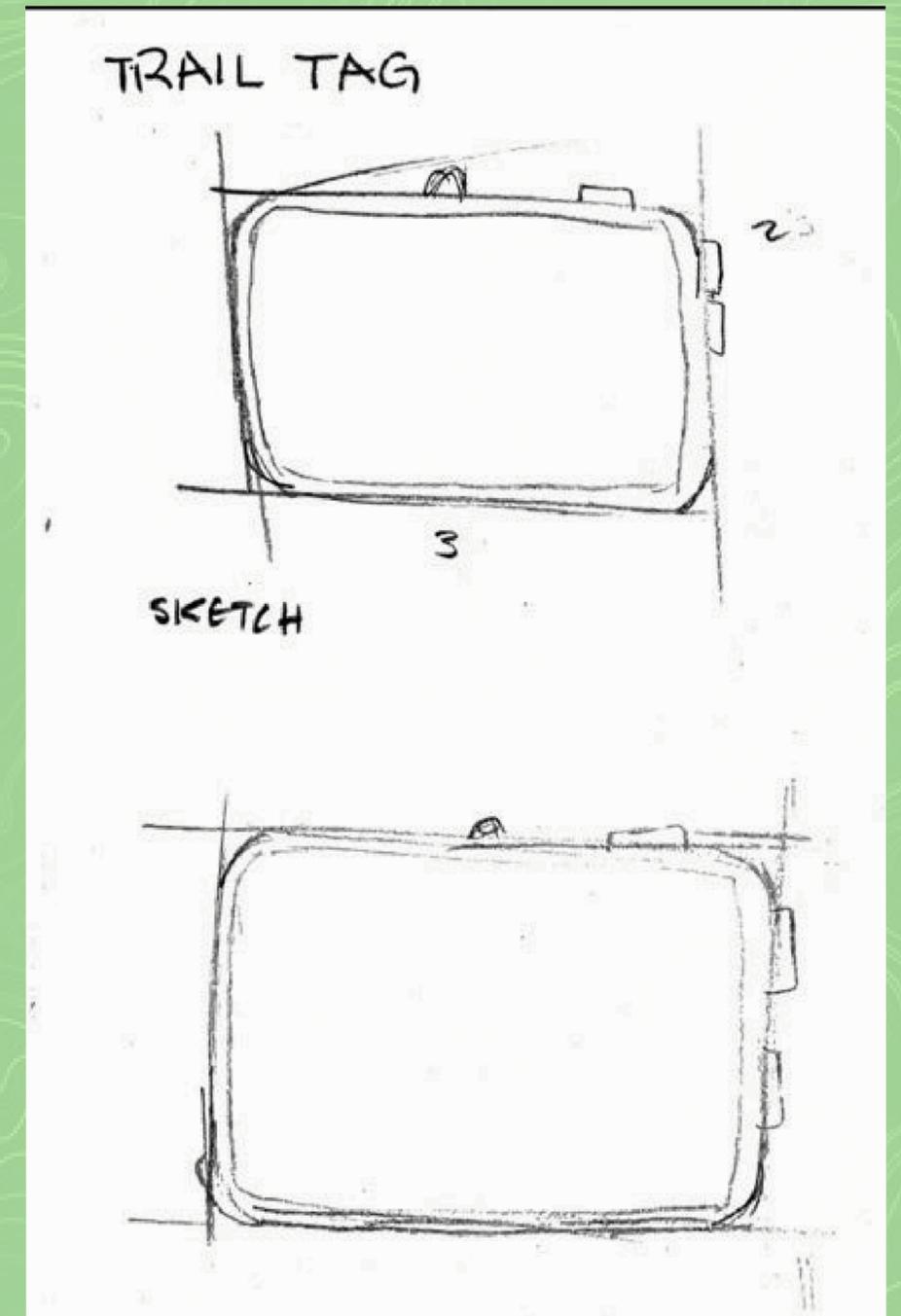
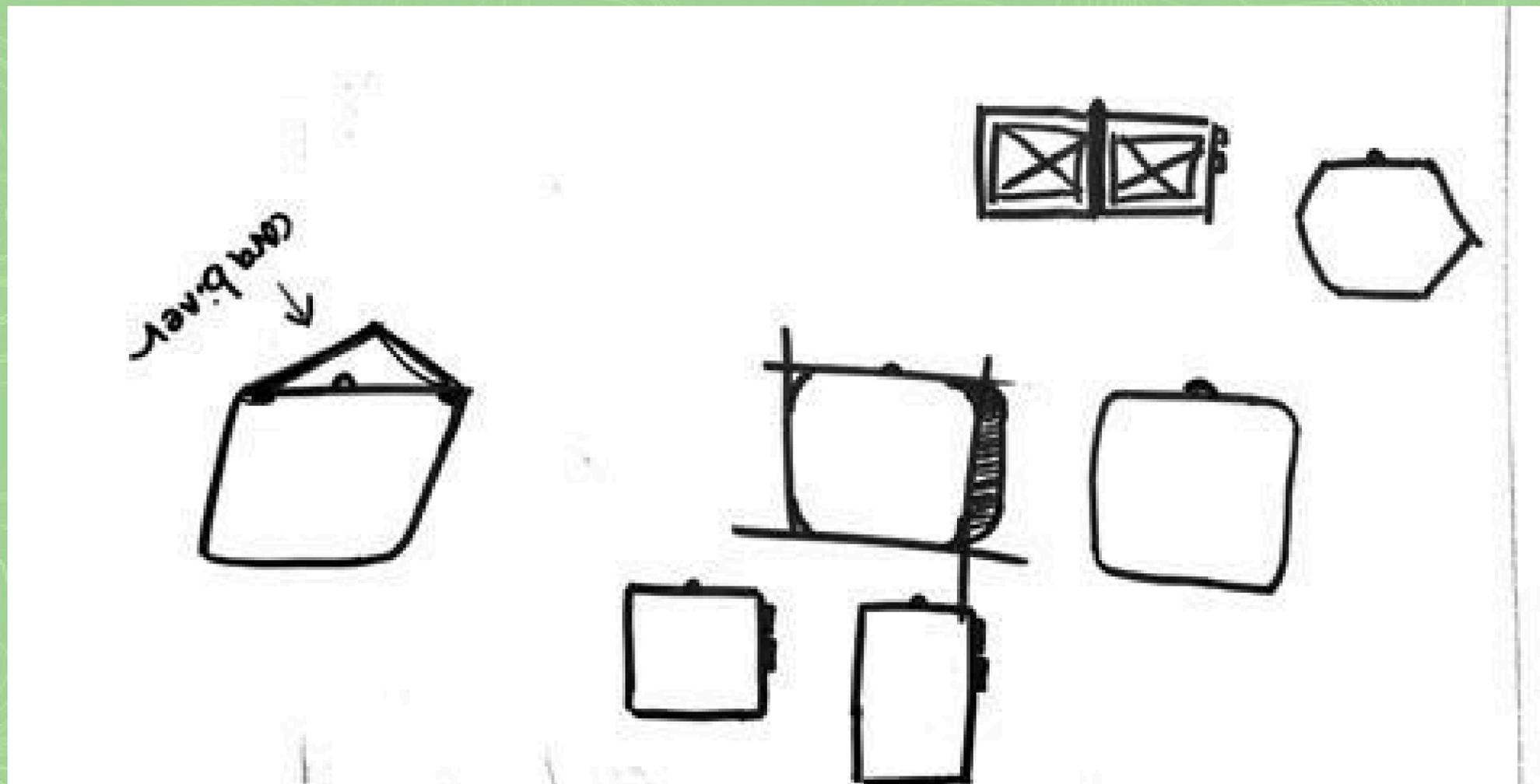
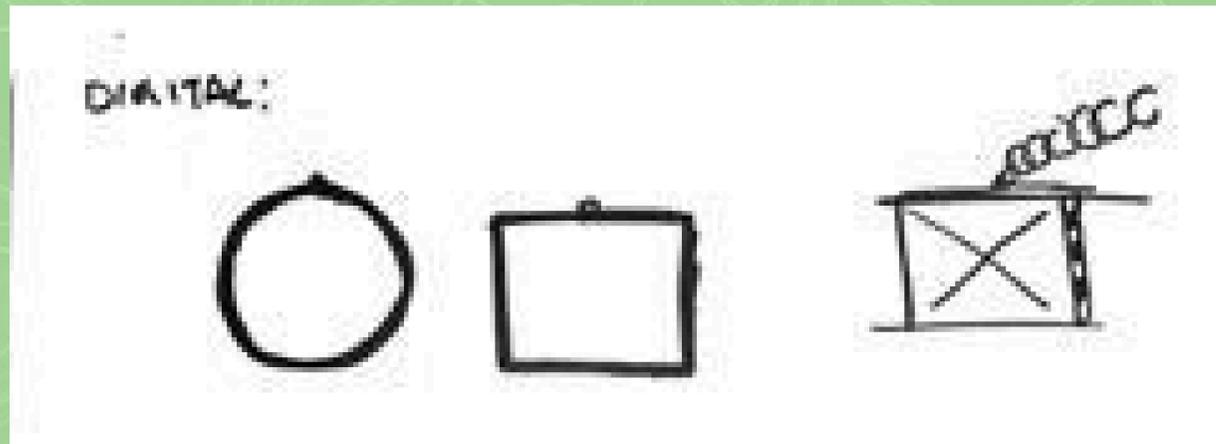
# Fort William, Glenfinnan Viaduct

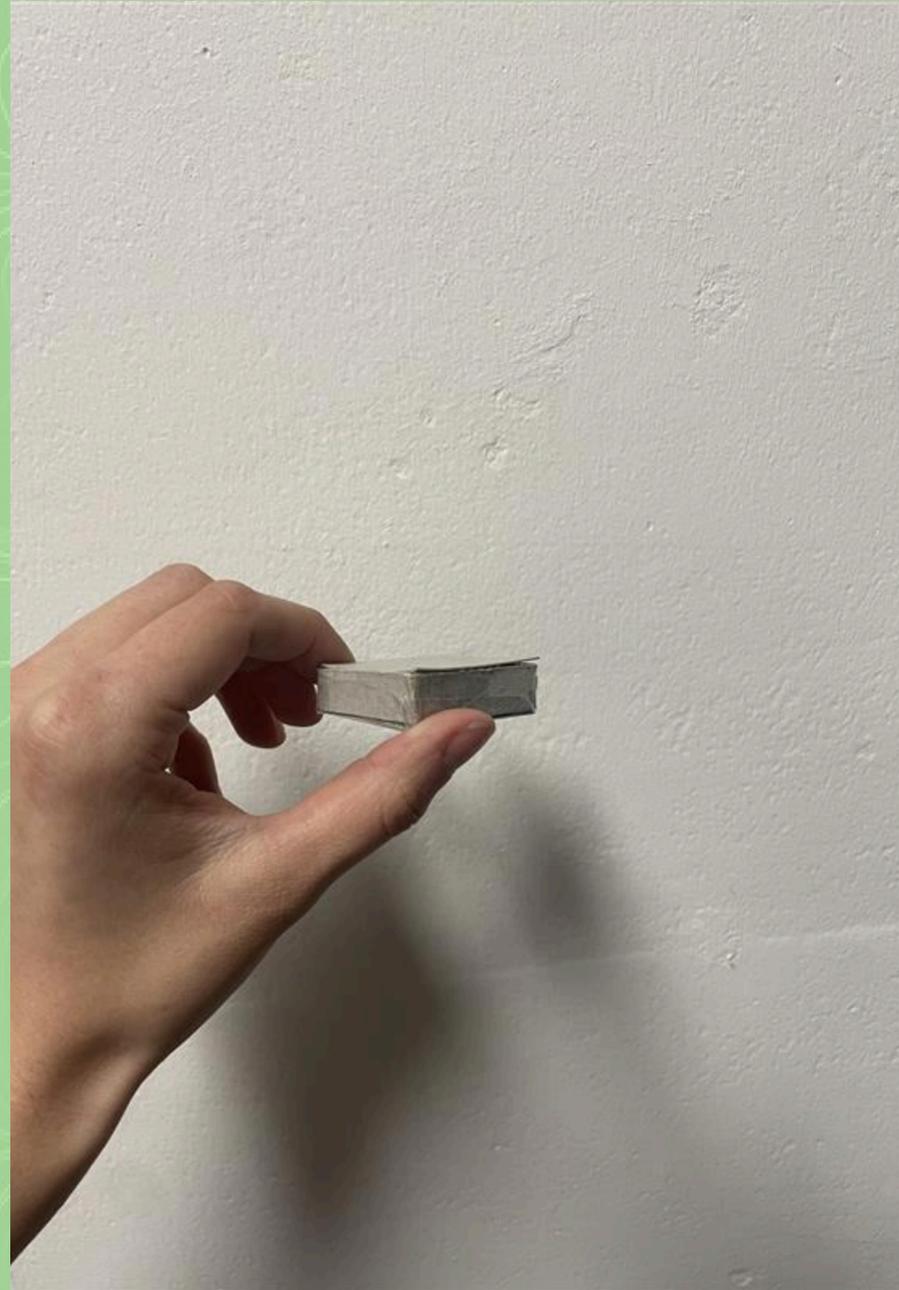
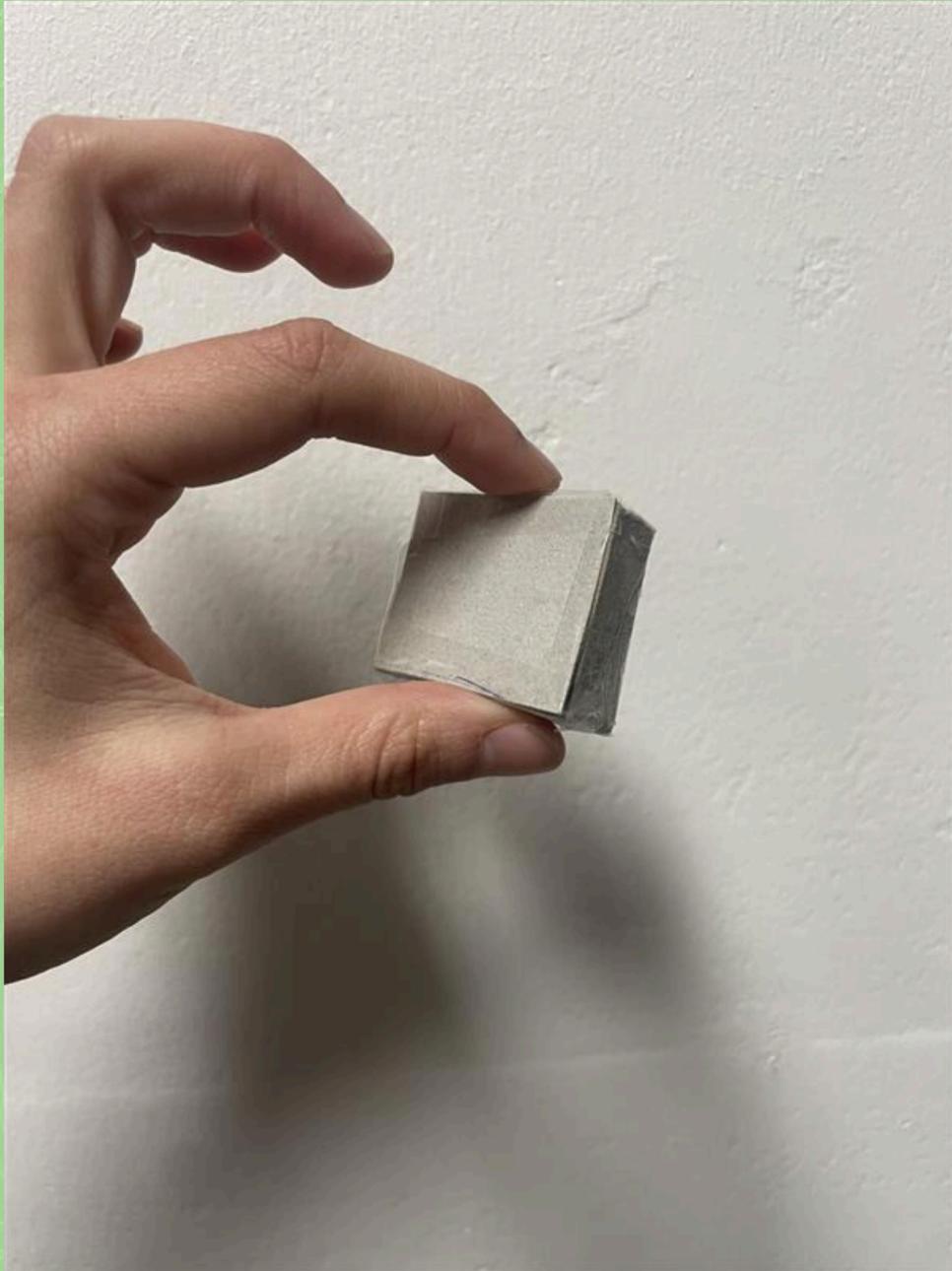


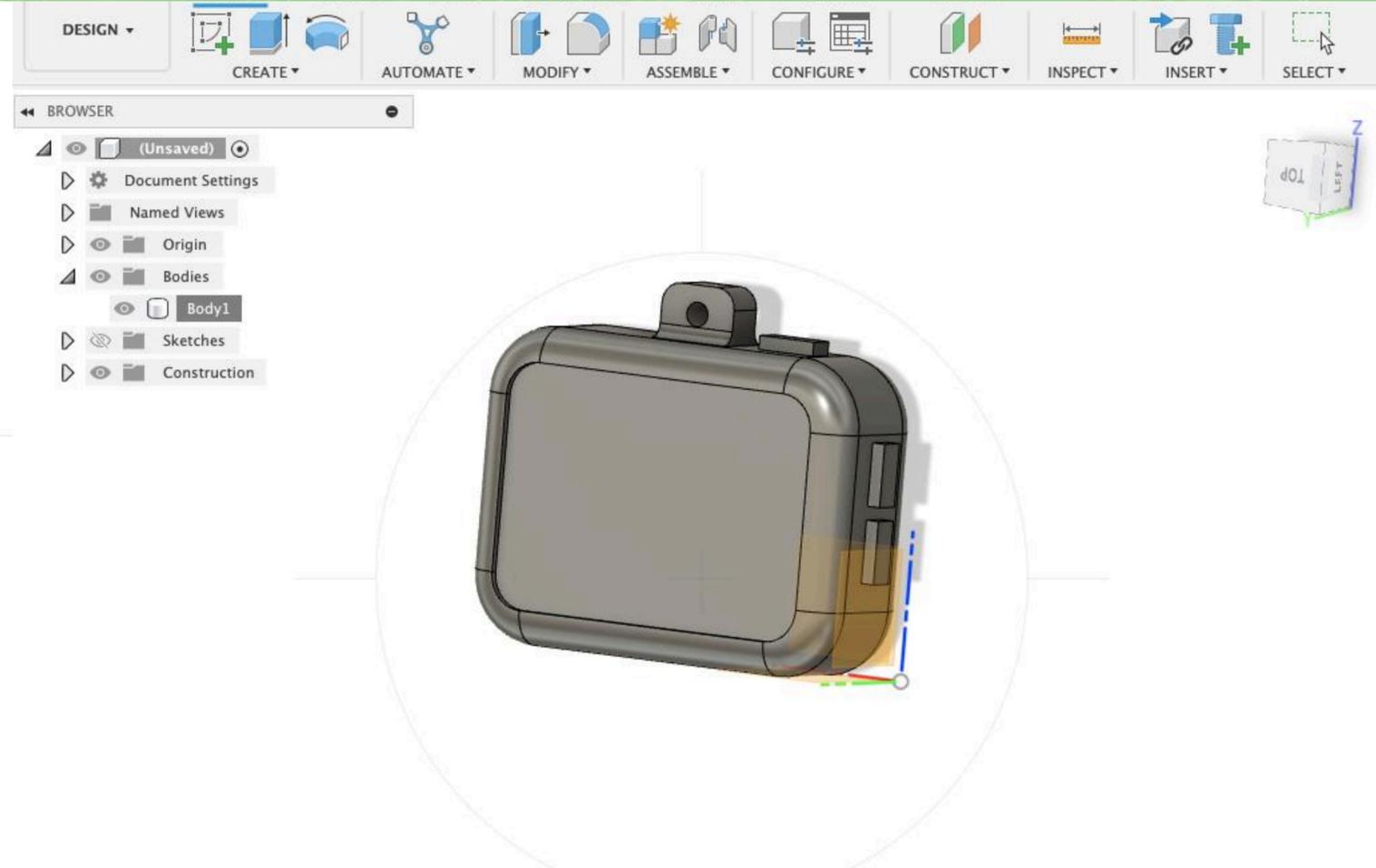
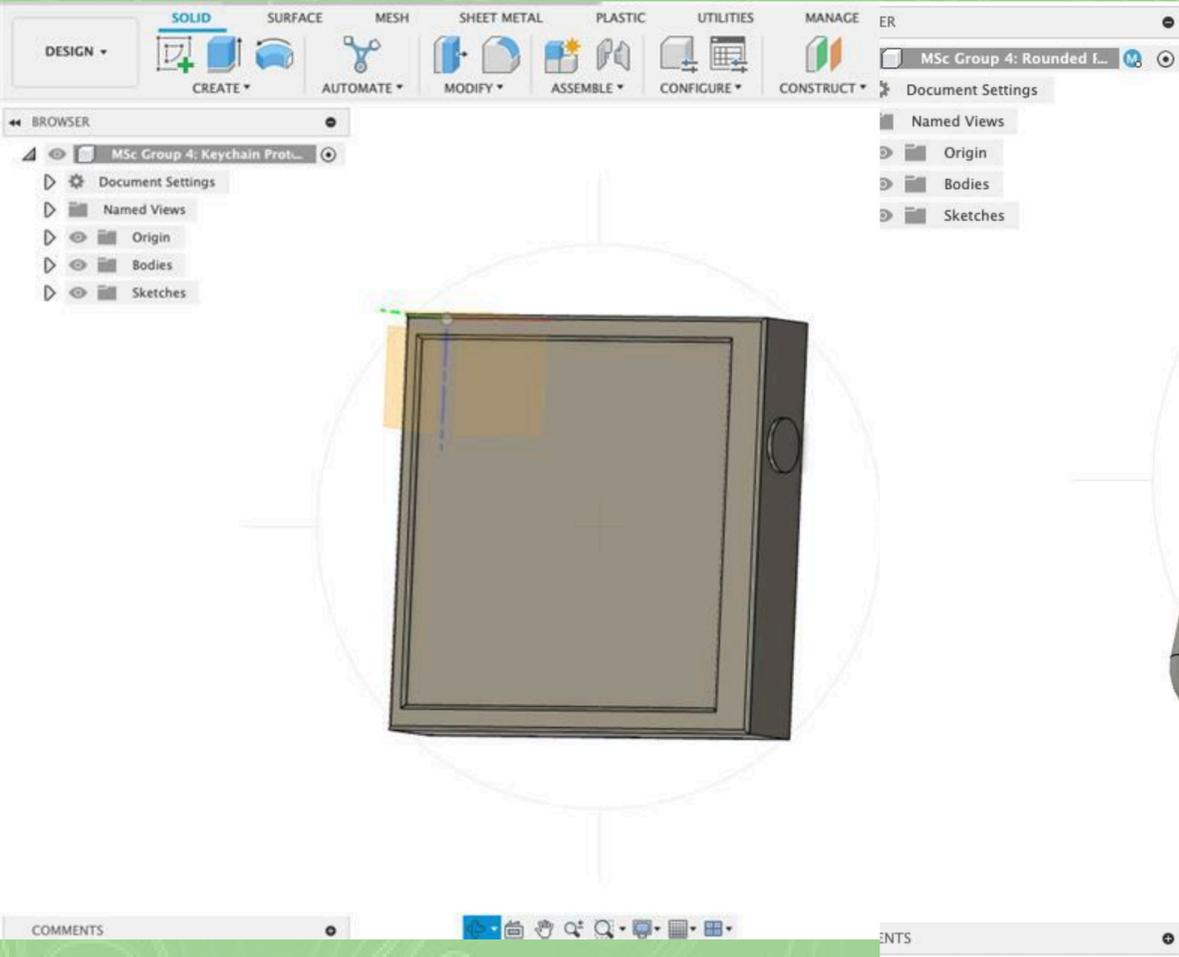


# PROTOTYPE ITERATIONS



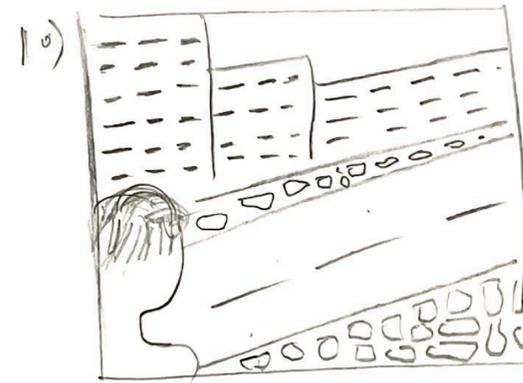








# A QUICK LOOK : SCENARIOS



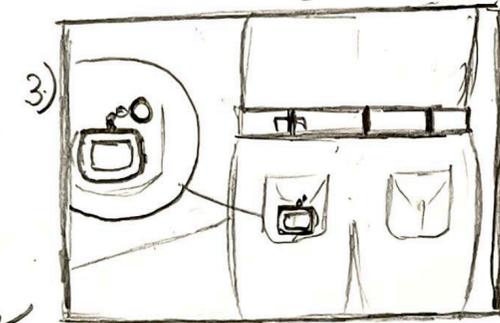
1) Paul is going to work, he has the new Travel Tag his wife gifted to him on his bday



2) "Travel Tag - Travel as you go"



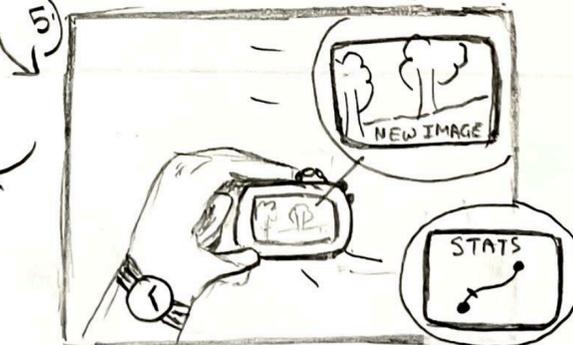
4) He hears a beeping sound and feels vibrations from the Travel Tag.



3) He puts the Travel Tag in his pocket everyday to work. He has been doing that since 2 days



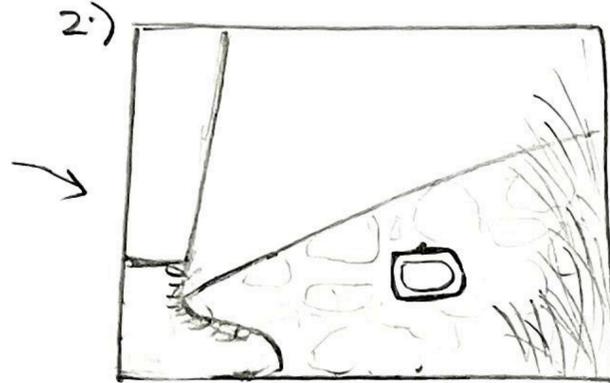
6) He feels a sense of accomplishment as he is one step closer to completing a route he could not travel to



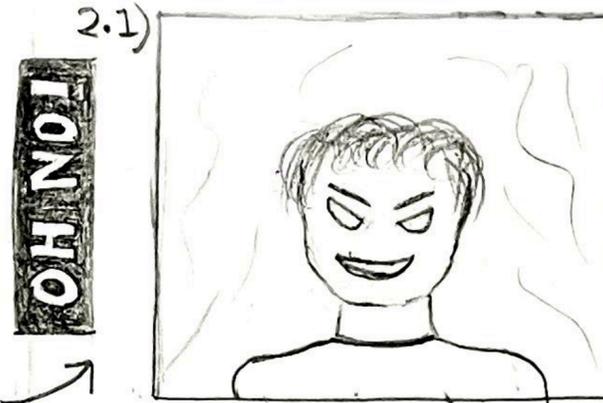
5) He pulls out the Travel Tag and sees that a new image has been unlocked on the route he had selected



1.) Susie has recently lost her Travel Tag Device. She is worried and upset.

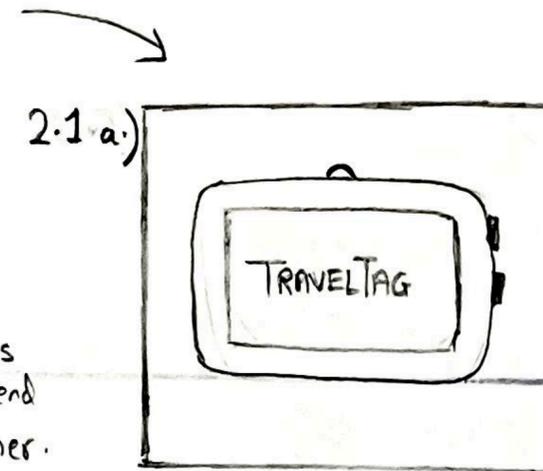


2.) Somebody finds her Travel Tag on the road and takes it with them.



2.1) Unfortunately, the device was picked up by her ex boyfriend Todd, who is now stalking her.

OH NO!



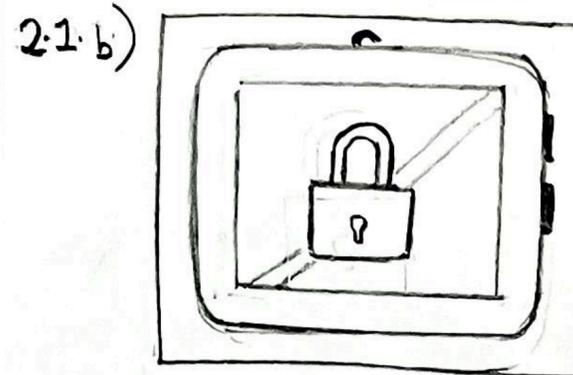
2.1 a.) He takes the TravelTag to his friend who is a hacker and tries to obtain her data.



2.2.) They take it to the nearest police station.

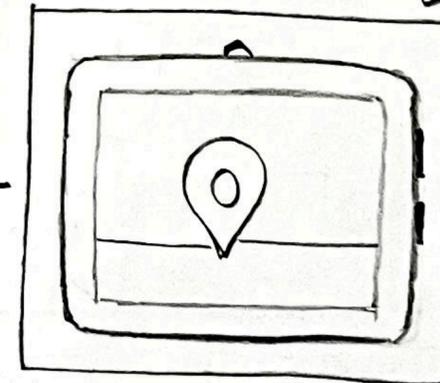


3.) Susie checks for her TravelTag at the nearest police station and finds it. She is happy.



2.1 b.) TravelTag has strong encryption in place. He is unable to extract data.

-OR-



He is able to extract data from Susie's TravelTag. He now has access to her saved location data, which shows her daily route.

# COMPETITIVE ANALYSIS

Competitor Analysis (State of Art Review)



## Advantages What are the things that provide a leg up?

Tracking performance (steps count, heart rate, etc.) → help build performance analysis

Sharing achievements → Address real today's needs → socialization and foster interpersonal connection

## Disadvantages Where might drawbacks exist?

- cloud-based application → data privacy, data breaching concerns

- Doesn't include people who have limited access to exercise

- Focus on assisting people's activity rather than motivating them



- Wearable product → small and easy to carry out

- Tracking performance

- User friendly interface for a small wearable product

- cloud-based application → data privacy, data breaching concerns

- Doesn't include people who have limited access to exercise

- Focus on assisting people's activity rather than motivating them



provide immersive virtual traveling experience

Application is free to download

- can be used by people with limited mobility

Expensive Hardware Requirement

Expensive advanced technology setup requirement (VR)

Difficult to use outdoors → potentially dangerous for users who may become unaware of their real-world surroundings